

Theo. H. Davies & Co., L'd

SUGAR FACTORS,

— IMPORTERS OF —

General Merchandise

— AND —

COMMISSION MERCHANTS.

Agents for Lloyds,

Canadian-Australian Steamship Line,

British & Foreign Marine Insurance Co.,

Northern Assurance Co. (Fire and Life),

Canadian Pacific Railway Co.,

Pioneer Line of Packets from Liverpool.

J. S. WALKER,

General Agent for Hawaiian Islands

Rooms 12, Spreckels' Block, Honolulu, H. I.

ROYAL INSURANCE COMPANY OF LIVERPOOL.

ALLIANCE ASSURANCE COMPANY OF LONDON.

ALLIANCE MARINE AND GENERAL ASSURANCE COMPANY OF LONDON.

SUN INSURANCE COMPANY OF SAN FRANCISCO.

WILHELMA OF MAGDEBURG GENERAL INSURANCE COMPANY.

NORTHWESTERN MARINE AND LIFE INSURANCE COMPANY OF MILWAUKEE.

SUN LIFE INSURANCE COMPANY OF CANADA.

Life, Fire and Marine Risks Taken at Reasonable Rates.

TELEPHONE 92.

P. O. Box 145.

H. E. McINTYRE & BRO.,

EAST CORNER FORT & KING STS.

IMPORTERS AND DEALERS IN

Groceries, Provisions and Feed

New and Fresh Goods received by every packet from California, Eastern States and European Markets.

Standard Grade of Canned Vegetables, Fruits and Fish.

Goods delivered to any part of the City

ISLAND TRADE SOLICITED.

SATISFACTION GUARANTEED.

Do You Want

GOOD, FRESH, Salt Salmon
PLAIN OR FANCY In Barrels.

THEN GO TO

Groceries?

LEWIS & CO.,

Telephone 240. 111 Fort Street.

ASK FOR THEIR CASH PRICES

Manufacturers' Shoe Co.,

WHOLESALE

AND

RETAIL

DEALERS IN

Boots & Shoes

516 FORT STREET,

New Brewer Block,

Honolulu, H. I.

The Independent 50c. per Month

Ed Hoffschlaeger & Co

King Street, opposite Castle & Cooke.

Household Sewing Machine.

PIANOS . . .

ORGANS and
GUITARS.

Wines, Liquors & Beers

OF THE HIGHEST GRADE.

CARPETS AND RUGS

Baby Carriages a Specialty

Inspect the Selected Stock of

Ed. HOFFSCHLAEGER & CO.,
King Street, opposite Castle & Cooke

Anchor Saloon,

Corner King and Nuanu Sts.

W. M. CUNNINGHAM, - - Manager.

Headquarters for Mechanics and Laborers.

— THE CELEBRATED —

Fredricksburg Draught Beer

ALWAYS ON TAP

Sole Agents for the Renowned

Long Life

— AND —
O P T

WHISKIES

Oysters for Cocktails

Per Every "Australia."

Call and be convinced.

Empire Saloon,

Corner Nuanu and Hotel Sts.

C. T. DAY, - - - Manager.

Choice Wines, Liquors, Ales

PORTERS, Etc., ON DRAUGHT.

Half-and-Half on Draught

MOBRAYER'S

Handmade Sour Mash

A SPECIALTY.

Merchants' Exchange

S. I. SHAW, Proprietor.

Corner King and Nuanu Streets.

Choice Liquors

— AND —

Fine Beers!

TELEPHONE 491.

Seattle -:- Draught

BEER

Ex S. S. "Miwera."

Best Beer in Honolulu!

— AT THE —

CRITERION SALOON,

Fort near Hotel Streets.

C. J. MCCARTHY, - - Manager.

INSURANCE

Fire, Life and Marine



AT BEST RATES . .

Enquire of

J. M. DOWSETT.

JOURNALISTIC

buying and running a newspaper

I am business manager of the Brownsville Daily Weakling. I am also editor and proprietor of the paper, reporter, and bookkeeper, but the experiences I am about to relate refer only to my capacity as business manager, so I will simply call myself manager of the business department of this well-known daily.

When I bought this paper, eighteen months ago, it had 380 actual daily circulation. I turned over a horse that I owned for the press and outfit of the paper—no questions asked on either side. We concluded that the ill will of the paper offset the advertising unpaid, and the debts more than wiped out the balance of the assets. The trade was, therefore, easily accomplished. Up to that time I had been selling garden truck about town for a living, and I had always considered my job harder than the editor's. He in turn envied me. So he took my horse and cart and I took his newspaper and launched myself out as a journalist.

The change did not benefit the paper greatly. Nobody seemed to want to pay for it. There was no difficulty in keeping up the 380 circulation so long as I didn't try to collect for it, but the moment I asked pay for the paper the subscription was dropped. I finally concluded that 250 copies were all I could afford to put out in this way, so I let the circulation drop to that point.

This discovery necessitated keeping a pretty stiff upper lip in order to support myself and the paper from the advertising. The claimed circulation when I took the paper was 1,500 copies. With the new blood in it and the new management of course the circulation should increase. Up to this time I had always been pretty honest; in fact it was hard to be otherwise in my old business. But the first thing I learned about the newspaper business was that honesty wasn't expected in this line. Certainly it could never be profitable; so I shortly raised the circulation figures to 2,000 and most of the newspaper directories the next year credited me with that. Thus for the first time the circulation of the Weakling was ahead of the Brownsville Courier. The Courier had for a long time claimed 1,800 and held there. But as soon as I began telling advertisers about my 2,000 circulation the Courier came up to 2,200 and still held ahead of me. This, of course, forced me up to 2,500 and another similar move on their part brought me to 3,000. We had now reached about the limit.

The population of Brownsville was credited at about 4,500 and my rival and myself were evidently publishing about four daily papers for every family in it. To maintain this circulation it was necessary to maintain the population of Brownsville, so that increased in our figures as our circulations increased. Then we took in outside towns, and claimed all the circulation in them that the size of the towns would stand. Brownsville was getting to be quite a centre for newspapers and outside advertisers were writing for rates much more frequently than they used to do. Some of them accepted the rates quoted without question, if we would allow them the agent's commission direct. Of course, we were glad to do this. No agency would off-r us half what they did. The agencies all seemed to be suspicious of our circulation. They never even asked what our rates were, but made us offers about what we should have had if our circulation was really what it was. We always kicked on the price offered, but when it became evident that it was all we could get, of course we took it. Every ad. saved to us so much reading matter, and as nobody paid for the reading matter the paper belonged to the advertisers.

I am getting along finely. All the paper, ink, and type I need are

paid for in advertising through the agencies, which will send me all the business I need to cover such purchases. I take pay for local advertising in groceries, clothing, furniture, &c., and get enough of it to enable us to live well. These Brownsville merchants charge me high prices and give me poor qualities generally, but I guess that I get even with them. In addition to this, more cash comes in from outside than I ever made in garden truck, and I find it easy to buy anything that I want from outside and pay for it in advertising.

Lately I have reduced my circulation a little. I call it 2,875 and say frankly that it has fallen off somewhat in outside towns. This sounds honest, and I find it a great deal better than claiming an even 3,000. The only part that troubles me is the expense of printing of 250 copies daily, but I do not see how I can well cut it down. It takes half that number to go to my advertiser, and I must make a little show outside. I think it well to be cautious on this point. When one has the advertising business that I have, he doesn't care to risk it simply to save a few papers. I think that I shall still keep the circulation up to where it is.—From Results, a Chicago Advertising Paper.

TELEPHONE 607.

P. O. Box 321.

HONOLULU

Carriage Manufactory,

128 & 130 Fort Street.

Carriage Builder

AND REPAIRER.

Blacksmithing in all its Branches

Orders from the other Islands in Building, Trimming, Painting, Etc., Etc., promptly attended to.

W. W. WRIGHT, Proprietor.

(Successor to G. West).

T. B. MURRAY

321 & 323 King Street.

The Leading . . .

Carriage and

Wagon Manufacturer.

. . . ALL MATERIALS ON HAND . . .

Will furnish everything outside steam-boats and boilers.

No Ball Bearing Axles Around This Shop

TELEPHONE 572.

Received per S. S. "Belgic"

Another Lot of

DRAWN WORK

— Including —

Ladies' Dresses

And a lot of irresistible

Silk Four-in-Hand Ties

At 20c. each or \$2.25 per Dozen. A few cases of

"Pan S. S. Mineral Water"

Fully equal if not superior to Apollinaris.

A. BARNES,

New Republic Building, King Street.

California & Hawaiian Fruit

— AND —

PRODUCE COMPANY.

G. CAVANAGH, Manager.

Opposite O. R. & L. Depot on King Street.

Groceries and Provisions,

Ice House Goods, Fish, Vegetables, Frozen Oysters, Etc., received by every steamer from San Francisco and Vancouver.

THE SHIPPING TRADE SUPPLIED.

TELEPHONE 755.